

# EXHIBIT I

**BISNOW**

Chris Bushnell [REDACTED]

**2020 Planning Ariel Property Advisors**

20 messages

**Julie Haviv** [REDACTED]

Mon, Nov 4, 2019 at 11:35 AM

To: [REDACTED]

Cc: Marc Lacognata [REDACTED]

Hello Chris!

Believe you reached out to Abigail Shapiro a week ago regarding our plans for events in 2020. She is no longer at the company. I would like you to know that we are currently working on a preliminary budget for 2020.

What are your 2020 rates? If we do the same events in 2020 can you offer a discount?

I will relay your information to the appropriate parties at the company.

Thank you very much! - Julie

--

**Julie Haviv** | Manager PR

Ariel Property Advisors

phone: [REDACTED] | fax: [REDACTED] | email: [REDACTED]

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**Marc Lacognata** [REDACTED]

Mon, Nov 4, 2019 at 12:05 PM

To: Julie Haviv [REDACTED]

Cc: Chris Bushnell [REDACTED]

Hi Julie,

Thanks for following up with us! Ariel's 2019 plan in 2020 will cost a bit more, as our rates have gone up in 2020. Below is a breakdown of your 2019 pricing, Bisnow's 2020 Rate Card, and the 2020 Pricing for Ariel if you all do the same exact thing.

**2019 Rates for Ariel:**

New York Affordable Housing Event \$4,600

New York City State of the Market: \$5,700

**2020 Rate Card:**

New York Affordable Housing Event \$6,700

New York City State of the Market: \$7,900

**2020 Rates for Ariel:**

New York Affordable Housing Event \$5,360

New York City State of the Market: \$6,320

Let me know if you have any questions, or need any additional information!

Best,  
MarcMarc Lacognata  
Client Success Manager  
[REDACTED]**BISNOW**

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**Marc Lacognata** [REDACTED]

Fri, Nov 8, 2019 at 1:50 PM

To: Julie Haviv [REDACTED]

Cc: Chris Bushnell [REDACTED]

Hi Julie,

Just wanted to check back in here - any interest from the team in these event opportunities?

Best,  
MarcMarc Lacognata  
Client Success Manager  
[REDACTED]**BISNOW**

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**Marc Lacognata** [REDACTED]

Wed, Nov 13, 2019 at 9:54 AM

To: Julie Haviv [REDACTED]

Cc: Chris Bushnell [REDACTED]

Hi Julie,

Checking in here - any updates?

Best,  
Marc

Marc Lacognata  
Client Success Manager  
[REDACTED]

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**Julie Haviv** [REDACTED]

Wed, Nov 13, 2019 at 10:23 AM

To: Marc Lacognata [REDACTED]  
Cc: Chris Bushnell [REDACTED]

Hello Marc! We have not made a decision yet as we are currently contemplating our 2020 strategy. Please feel free to touch base again at the end of November. Thank you very much! - Julie

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**Marc Lacognata** [REDACTED]

Wed, Nov 13, 2019 at 12:10 PM

To: Julie Haviv [REDACTED]  
Cc: Chris Bushnell [REDACTED]

Sounds good! We look forward to hearing from you in the coming weeks! Let us know if you need any additional information in the meantime.

Best,  
Marc

Marc Lacognata  
Client Success Manager  
[REDACTED]

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**Chris Bushnell** [REDACTED]

Mon, Dec 2, 2019 at 7:40 AM

To: Julie Haviv [REDACTED]  
Cc: Marc Lacognata [REDACTED]

Hi Julie. Following up on Marc's note. Marc and I have been working closely with Abigail over the last couple years. Would love to hop on a call this week if you're available?

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Chris Bushnell  
Director - Northeast

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**Marc Lacognata**

Wed, Dec 4, 2019 at 1:36 PM

To: Chris Bushnell

Cc: Julie Haviv

Hi Julie,

Just wanted to check in on Chris's note. Free to connect sometime tomorrow or Friday?

Best,  
Marc

Marc Lacognata  
Client Success Manager

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**Julie Haviv**

Wed, Dec 4, 2019 at 2:04 PM

To: Marc Lacognata

Cc: Chris Bushnell

Hello Marc. We have not made a decision yet about our participation in Bisnow events in 2020. Perhaps check back with me again next Thursday. Thank you very much. - Julie

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**Marc Lacognata**

Wed, Dec 4, 2019 at 6:50 PM

To: Julie Haviv

Cc: Chris Bushnell

Thanks Julie! I'll be sure to check in then! Have a great night!

Best,  
Marc

Marc Lacognata  
Client Success Manager

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**Chris Bushnell**

Tue, Dec 10, 2019 at 7:40 AM

To: Julie Haviv

Cc: Marc Lacognata

Hi Julie,

Checking in, as we're officially in crunch time over here and would love to get a sense of your plans for the new year. With December now upon us and our team receiving unprecedented interest in 2020 events and digital, it's critically important we place holds on the events and panels you're interested in while they're still available.

As I'm sure you know, we typically only have 2 or no more than 3 positions for a given discipline for each event. So knowing the amount of brokerage interest we have in NYC, we want to help as much as possible to ensure we reserve spots on the events and panels you want. As crazy as it may sound, an event like our NYC State of the Market event (just to pick one example) that's not 'til November, likely won't have any positions available for brokerage voices by the end of this year.

I also wanted to touch base with you about something separate that we've been dealing with for the last couple months -- from what I'm reading, it sounds like you're dealing with it as well...

Anyways, give me a call whenever you get a chance

Thanks,

Chris

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**Marc Lacognata**

Fri, Dec 13, 2019 at 10:28 AM

To: Chris Bushnell

Cc: Julie Haviv

Hi Julie,

Checking in here - do you have some time for a quick chat with Chris and I today?

Best,  
Marc

Marc Lacognata  
Client Success Manager

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**Julie Haviv**

Fri, Dec 13, 2019 at 11:05 AM

To: Marc Lacognata [REDACTED]  
Cc: Chris Bushnell [REDACTED]

Hello Marc. We are still working on our 2020 marketing strategy. Likely not until the first week of January. Therefore I have nothing to relay right now and we understand if you have to go ahead and book other panelists for your events. Just fyi. I will be away until December 30. Until then if you have an urgent matter feel free to contact Ivan Petrovic [ipetrovic@arielpa.com](mailto:ipetrovic@arielpa.com).

Please feel free to reach out again during the first week of next year. - Julie

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**Marc Lacognata** [REDACTED]

Fri, Dec 13, 2019 at 3:21 PM

To: Julie Haviv [REDACTED]  
Cc: Chris Bushnell [REDACTED]

Thank you, Julie! Looking forward to connecting in early January!

Hqppy Holidays!

Best,  
Marc

Marc Lacognata  
Client Success Manager  
[REDACTED]

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**Chris Bushnell** [REDACTED]

Mon, Jan 13, 2020 at 12:28 PM

To: Julie Haviv [REDACTED]  
Cc: Marc Lacognata [REDACTED]

Hi Julie -- hope all is well. Following up here. When's a good time to reconnect?

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**Chris Bushnell** [REDACTED]

Thu, Jan 23, 2020 at 6:12 PM

To: Julie Haviv [REDACTED]  
Cc: Marc Lacognata [REDACTED]

Julie -- following up.

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Wed, Feb 12, 2020 at 9:43 AM

**Marc Lacognata**

To: Chris Bushnell

Cc: Julie Haviv

Hi Julie,

Checking back in here. Free to revisit the partnership conversation?

Best,  
MarcMarc Lacognata  
Client Success Manager**BISNOW**Informing, connecting and advancing the commercial real estate community to do more business  
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**Marc Lacognata**

To: Chris Bushnell

Cc: Julie Haviv

Mon, Feb 17, 2020 at 9:38 AM

Hi Julie,

Any updates?

Best,  
MarcMarc Lacognata  
Client Success Manager**BISNOW**Informing, connecting and advancing the commercial real estate community to do more business  
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**Ivan Petrovic**

To: Marc Lacognata

Cc: Chris Bushnell

Julie Haviv, Paul McCormick

Mon, Feb 17, 2020 at 10:31 AM

Hi Marc, thanks for reaching out Julie no long we works with Ariel Property Advisors.

We did speak internally and decided no to commit in this year. If things change, I'll make sure to reach out to you.

Thanks,  
Ivan

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**Marc Lacognata**

To: Ivan Petrovic

Cc: Chris Bushnell

Julie Haviv, Paul McCormick

Mon, Feb 17, 2020 at 10:33 AM



Got it! Thanks Ivan!

Best,  
Marc

Marc Lacognata  
Client Success Manager



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